

# "Say Hello" Developmental Toy Range







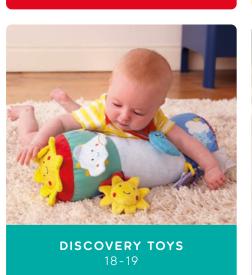
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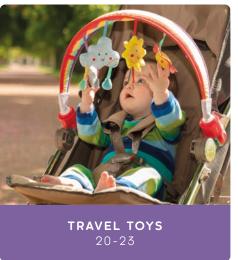
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# East Coast Nursery have been a family-run company for 60 years, supplying an award-winning range of baby products.

The whole East Coast range is carefully designed in the UK; beautifully made and thoroughly tested to ensure you receive the best quality products for you and your baby. Our collection includes furniture, mattresses, highchairs, changing mats and developmental toys.

We're passionate about innovation, and in our unique partnership with Baby Sensory™, we've combined our expertise in baby products with their knowledge of and understanding of the way babies learn and grow, to create the "Say Hello" toy collection.









# Baby Sensory<sup>™</sup> classes are a magical world of sensory learning, and a great way for babies and parents to have fun and learn together.

Baby Sensory<sup>™</sup> offer classes from birth to 13 months, where parents and babies spend an hour singing, playing, relaxing, exploring and learning together. Baby Sensory<sup>™</sup> classes are attended by first and second-time parents, grandparents, and over 35,000 babies each year. The programme has won multiple awards in the UK and worldwide since 2008.

Every class starts with the 'Say Hello To The Sun' song, complete with simple handsigns that babies learn to copy. In the song, everyone says 'Hello!' to the sun, moon, corn, stars, rain, flowers, and friends.



This beautiful song was the inspiration for the toy collection, and the seven colourful characters can be found throughout the range. Some products even play the 'Say Hello' tune.

"Say Hello" toys are a wonderful way to stimulate your baby's senses, whether they are used alongside Baby Sensory™ classes, or just because you love them.









The "Say Hello" range of intelligent toys was developed with Dr Lin Day of Baby Sensory™, and based on over 30 years of research into the way babies learn and develop. With her input at every stage, the range has been expertly designed to stimulate thinking, feeling and learning, and encourage healthy social-emotional development in babies and toddlers, by inspiring them to explore the world through sensory play.



# Designed to encourage:







SOCIAL-EMOTIONAL DEVELOPMENT
Friendly character toys help baby begin to learn important skills like making friends and understanding





MOVEMENT

Kicking, batting and reaching for toys will strengthen your baby's muscles, preparing them for crawling and walking.



**CALMING & SLEEPING** 

others' feelings.

Gentle movements of swaying toys, and sleepy-faced characters help baby learn to calm themselves and settle to sleep.



### HAND-FYF COORDINATION

By exploring with their hands, grasping and batting, your baby develops their coordination for later skills like eating and writing.



THINKING & UNDERSTANDING

Objects that make a noise or change when played with will help your baby to understand that their actions affect their surroundings.



### COMMUNICATION

Friendly characters and smiling faces encourage baby to babble and begin those first conversations, imitating adults' behaviour.



### EXPLORING

Lay the foundations for your baby's big adventures with textures, sights and sounds to discover – sparking their curiosity.



### ENGAGING THE SENSES

Sensory toys rich in sights, sounds, textures, smells and tastes stimulate brain growth and build a strong foundation for future learning.



### **CREATIVITY**

Features and characters that encourage imaginative play let your baby use their creativity for problem solving and role-playing



### CONFIDENCE

Touching, shaking, pushing and rolling objects will teach your baby about the way they can influence the world around them.



### IUMMY IIMI

One of the most important activities for small babies, to strengthen muscles, encourage head lifting and prepare them for crawling.





- Delightful multi-sensory gym converts through four modes of use: play gym, tummy time mat, crawling tunnel and play mat
- \* Supportive tummy time cushion
- \* Removable arches and adjustable side panels with peek-a-boo window
- \* Musical plays the original Baby Sensory™ tunes, 'Say Hello To The Sun' and 'To And Fro'
- \* Bright colours, enchanting lights and baby-safe mirrors for visual stimulation
- \* Five removable hanging toys, and detachable comforter with teether

### 0m+

Code: 7941













Plays two original Baby Sensory™ tunes









Two stimulating sides to explore

# Friends Double-sided Activity Mat

- \* Double-sided mat for twice the fun!
- \* High-contrast side features a stimulating black, white and red print with bold shapes
- \* Colourful side features friendly characters and engaging activities
- \* Features two baby-safe mirrors, rainbow ribbons, and peek-a-boo flap for visual stimulation
- \* Cloud teether feels good on sore gums, while a variety of textured fabrics and crinkles encourage exploration
- \* Large mat allows two babies to play together (approx 145 x 95 cm)

### 0m+

Code: 7945





# **Patchwork Activity Mat**

- Soft quilted mat is perfect for indoor or outdoor play
- \* Colourful print features friendly characters and fascinating patterns
- Features a baby-safe mirror, rainbow ribbons, and peek-a-boo flap for visual stimulation
- \* Star teether feels good on sore gums
- \* Large mat allows two babies to play together (approx 145 x 95 cm)

### 0m+

Code: 7939

13





- \* Soft padded mat for comfortable play
- \* Moon-shaped cushion provides gentle tummy time support
- \* Textured flower teether feels good on sore gums
- \* Shiny fabric and fascinating patterns
- \* Musical star squeeze to play part of the 'Say Hello To The Sun' tune
- \* Features a baby-safe mirror, rainbow ribbons, and peek-a-boo flap for visual stimulation

### 0m+

Code: 8367













Soft turny time cushion

15





- \* Eight pages of sensory fun
- \* Attaches easily to the stroller for fun on the go!
- \* Features bright colours, soft fabrics and friendly characters
- \* Fascinating patterns and a baby-safe mirror for visual stimulation
- \* Pull and stick raindrops and peek-a-boo flap improve coordination
- \* Two teething corners



14

Code: 7927













Delightful surprises on every page









Stargazing jingly fun to help you find your feet

# **Wrist & Ankle Rattles**

- \* Cute rattles feature bright colours, soft fabrics and friendly characters
- \* Easy-fit on either wrist or ankle
- \* Fun, jingle sounds encourage movement and teach cause and effect
- \* Comfortable bands with soft fastenings

### 0m+

Code: 7929





Plays the 'Say Hello To The Sun' tune

# **Starry Sky Cot Mobile**

- \* Wind-up mobile plays the original Baby Sensory™ tune
- \* Sleepy moon and shiny stars
- \* Baby-safe mirrors
- \* Slow, calming movement
- \* Restful colours with rainbow ribbons
- \* Encourages baby to sleep on their back

### 0m+

Code: 8365

19





- \* Supportive tummy time roll is perfect for propping up or pushing along
- \* Features bright colours, soft fabrics and friendly characters
- \* Fascinating patterns and a baby-safe mirror for visual stimulation
- \* A variety of textures, crinkles, and peek-a-boo flaps to discover
- \* Musical moon squeeze to play part of the 'Say Hello To The Sun' tune
- \* Star and ring teethers feel good on sore gums

## 0m+

Code: 7938













Perfect for encouraging tummy time play









Explore a world of sensory fun

# **Activity Spiral**

- \* Attaches easily to stroller, cot or car seat
- \* Fascinating patterns and textures, with friendly characters
- \* Entertaining squeak and rattle
- \* Happy sun baby-safe mirror
- \* Cloud teether feels good on sore gums

### 0m+

Code: 7943



# **Car Activity Centre**

- \* Attaches easily to most car headrests
- Moving toys encourage baby to focus, stengthening eye muscles
- \* Fascinating patterns and bright colours, with friendly characters
- \* Dancing raindrops and two baby-safe mirrors for visual stimulation



### 0m+

Code: 7944

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Sensory fun out and about

# **Happy Adventures Stroller Arch**

- \* Soft, flexible arch
- \* Adjustable clamps to attach easily to prams and strollers
- \* Sounds and textures to discover
- \* Rattle flower, silver star crinkle, and cloud with dancing raindrops
- \* Shiny yellow baby-safe sun mirror
- \* Two extra loops to attach another favourite travel toy
- \* Appealing colours, interesting patterns and rainbow ribbons

### 0m+

Code: 8369





# **Cloud Stroller Toy**

- \* Pull-cord makes the toy jump and jiggle
- \* Features bright colours, soft fabrics and friendly cloud character
- \* Fascinating patterns and dancing raindrops for visual stimulation
- \* Textured teether feels good on sore gums

0m+

Code: 7926

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East Coast Nursery Ltd Robertson House North Walsham Norfolk NR28 OBX UK

For customer care or enquiries: Call: +44 (0)1692 408802

Email: nursery@east-coast.co.uk

eastcoastnursery.co.uk







To listen to the original Baby Sensory  $^{\text{TM}}$  song, 'Say Hello To The Sun', scan here:



We'd like to say a big thank you to our friends at Toby Tiger for the use of their gorgeous colourful clothing in our photos and videos.

All the pushchairs and car seats featured in our photos and videos are from Bébécar UK, part of the East Coast Group.

East Coast Nursery Ltd. reserve the right to alter any specifications on the products featured in this brochure. All specifications given are intended as a guide and are approximate. Representations of colours are approximate only, due to the limitations of photographic and printing purposes. Errors and Omissions Excepted.

Printed by East Coast Plastics Ltd.

